

August 1, 1945

NEWSLETTER TOPICS

**TELL YOUR NEIGHBOR TO
APPLY FOR SERVICE NOW!**

The over-all plan to bring central station electric service within reach of most farms in America within the next five years has been given a substantial boost by Congress which has authorized \$200,000,000 for REA loans during the fiscal year ending June 30, 1946. This is \$60,000,000 more than the largest amount ever authorized for REA loans in any previous year.

At present, shortages of materials and manpower are major factors retarding immediate resumption of large scale line construction, but these difficulties will diminish as the approach of victory over Japan makes possible still larger cutbacks in war production.

It is of the utmost importance that every farmer who desires service file his application promptly so that plans for new lines in his vicinity can include him from the beginning. This will avoid unnecessary delay to all concerned, as it will enable us to map all lines in advance, and will also give the applicant opportunity to wire his place and be ready for the service when it is ready for him. You will be doing your neighbor who does not have electricity a favor if you bring this to his attention, and urge him to file his application and deposit his membership fee at the co-op office at once.

A FEW OBJECT LESSONS FROM THE FARM MULE

Electricity may be new to you, but you have probably had considerable experience with a farm mule.

Both a mule and electricity are sources of power, and what you get out of them depends upon how intelligently and carefully you handle them.

The mule is a born rogue, and if not fenced in securely he will frequently be AWOL when you need him. If you don't confine your electric current in a good, tight wiring system it will probably be just as erratic.

Makeshift harness and broken down implements can cause many mule-hours of delay in farm work.

Defective connections and inferior appliances invite costly interruptions of production by power-driven equipment.

The minimum food cost for a mule is too high if you do not use him enough. With just a little more feed and a maximum of productive work he will pay for his keep and earn you a profit. When you keep your consumption of electricity below the minimum you increase your average k.w.h. cost. As is the case with the mule, just a little more outlay for power to operate additional time-saving appliances will increase your production, decrease your average costs and add to your profits.

Approach a mule absent-mindedly, startle him with an unexpected touch and you will be fortunate if you dodge his ever-ready heels. Careless handling of energized electrical equipment is asking for a shock which you cannot hope to dodge once you have made an unlucky contact. A good rule to follow in handling either mule or electricity is keep alert and stay alive.

"SHARE THE FOOD DAY"

On September 18 more than a million Girl Scouts and all who will join with them will eat meals similar to those being served in allied or liberated countries in observance of what they have designated as "Share the Food Day."

Accredited war relief agencies have supplied the menus, and the girls are confident that the sharp contrast between the fare they provide and that available for our own tables will convince everyone that there is a continuing need for assistance to our less fortunate European and Asiatic neighbors.

Representatives of the Department of Agriculture and the Office of War Information cooperated with the Girl Scouts in making their plans, and other youth-serving agencies have been consulted with a view of making the observance a nation-wide youth effort.

RAISE MORE FOOD - - - PRESERVE MORE FOOD IN 1945

Continuing high levels of food requirements for the armed forces, and increased quantities which have had to be earmarked for impoverished allied and liberated countries to prevent starvation, intensify the need for home production and preservation of foodstuffs in order that the domestic drain on the commercial pack may be lessened.

Victory and farm gardens must produce maximum crops. In localities where unusual rainfall delayed spring gardening, late plantings will produce high yields if carefully cultivated. Where climatic conditions permit, all space released through harvesting of early maturing vegetables should be kept in production by replanting later varieties.

In most localities---ours is one of them---midsummer rainfall diminishes, and drought periods, long or short, reduce garden production. Irrigation of the garden once each week with water equivalent to one inch of rainfall will prevent this damage.

An electric-powered pressure water system simplifies garden irrigation. Old pipes, garden hose or any other practical means of getting water to the garden plot will enable you to obtain an even distribution of the required amount of moisture.

Preserving all foodstuffs grown is equally as important as production whether the means be canning, dehydration or quick freezing.

Every housewife is urged to determine the full quota of vegetables and fruits her family will require during the coming fall and winter and to preserve sufficient quantities to meet her home needs.

Where home gardens are the source of vegetable supply, even small quantities should be gathered when ready and preserved by canning. This may call for minor canning schedules almost daily during the vegetable season, but preservation of the produce when in peak condition will pay dividends in improved flavor and high nutritive value. If canning in the morning is not convenient, your electric refrigerator will keep these vegetables fresh and crisp until a more convenient time later in the day.

Whether canning in large or small quantities, your electric range or hot plate concentrates cooking heat at the desired point with a minimum of radiation, thus keeping kitchen temperatures down. Reliable heat-control devices for ovens maintain exact temperatures for any desired period of time, enabling you to leave the cooking unit for stated intervals which you can devote to other tasks with complete confidence.

The important point is that food is still a number one war essential and both commercial packers and home processors must do their full part to prevent any of it from being wasted if our military and civilian requirements are to be met.

SOME GOOD EXAMPLES OF NEWSLETTER ITEMS

The hedge and other trees west of my house to the hard road have grown up among the wires just east of the ~~hedge~~ road. At Ward Lorton's house a limb fell on the wires and it ~~loose~~ed it loose. Mr. Lorton isn't at home at present.

James R. Pratt, Roodhew, Ill. - From Newsletter of Illinois Rural Electric Company, Winchester, Ill.

We know how much electricity means to us, therefore, we are thankful that wire, etc., are released so our neighbors who fail to have electricity are able to have their homes wired, and have the power installed in the near future. Wm. A. Stirn. From Newsletter of Rush County Rural Electric Membership Corporation, Rushville, Ind.

Reo Elliott, Lathrop, has built a baled hay elevator to unload baled hay from his sweep rake into the barn loft. An old drive belt was used as the conveyor and is powered with an electric motor. From Newsletter of Platte-Clay Electric Cooperative, Inc., Platte City, Missouri.

Our Superintendent visited the dairy of Mr. Harry W. Weathers at milking time a few days ago, and found a 12 and 14 year old boy milking a herd of 35 or 40 cows with the aid of a milking machine. This is just one of the many things electricity can help to do in the production of food for the war effort. From Newsletter of Edisto Electric Cooperative, Incorporated, Bamberg, S. C.

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Rural Electrification Administration
St. Louis 2, Missouri

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NEWSLETTER TOPICS

WICKARD POINTS TO THOUSANDS
OF JOBS IN REA PROGRAM

Advance planning of the Rural Electrification Administration and REA borrowers had a construction program ready and waiting for the coming of peace which is providing many thousands of jobs for discharged service men and war workers as rapidly as they return to their home communities.

Claude R. Wickard, REA Administrator, said recently:

"REA has been making plans this past year for a great expansion of its activities just as quickly as the men and materials became available. Most of our 900 borrowers are now engaged, or will shortly engage in an expanding construction program, financed by REA loans, which will provide jobs for many thousands of men released from military service and war factories in almost every community of the Nation. Steel and copper lines and aluminum, which have been going into guns and shells and planes, today are helping to brighten the lives and lighten the work of America's farmers."

In furtherance of this program REA borrowers had approximately \$100,000,000 in loans previously allotted, and upon which no advances had been made, ready for spending as soon as construction controls were removed. Congress has authorized \$200,000,000 for new loans to REA borrowers during the current fiscal year, making a grand total of approximately \$300,000,000 which can be put into rural lines during the present fiscal year as rapidly as physical conditions will permit.

The contribution this program will make to employment is not confined to construction activities alone, according to Administrator Wickard. He said, "Each dollar spent for power lines is more than matched by the dollars the consumer will subsequently spend for farm wiring, radios, refrigerators, chick brooders, ranges, motors, milking machines and milk coolers, toasters, freezer cabinets and water pumps. Many farmers, when they get electricity, also install plumbing." This, he pointed out, will be the means of creating jobs not only in rural communities but for factory workers, railroad men, miners, forestry workers and many others. In addition, it will provide work for dealers in electrical supplies, salesmen, plumbers, servicemen and electricians.

The extent of the program is indicated by a survey released by the Interbureau Committee on Postwar Programs of the U. S. Department of Agriculture through REA a year ago. This survey shows that it should be possible to bring electricity to 3,655,000 additional rural consumers within five years after major construction becomes practicable. An investment of more than \$1,000,000,000 will be required by REA borrowers, private utilities and other suppliers. Over and above this amount, it is estimated that farms and rural non-farm dwellings which either have electricity or should get it under this program will spend another \$4,500,000,000 within five years after the power lines are built, for wiring, electrical equipment and appliances and plumbing installations.

The program will be financed through REA loans which are interest-bearing and self-liquidating. In its ten years of operations REA has already advanced to its borrowers, mostly locally owned and operated rural electric cooperatives, over \$432,000,000 in similar loans with which electric service has been supplied to 1,300,000 rural consumers.

Of these loans Administrator Wickard said: "They are fundamentally the same type loans as those made by other government agencies to finance railroads, banks and other types of industry. The high repayment record of the REA borrowers indicates the wisdom of these loans. To date payments of principal and interest total about \$95,000,000. This includes principal payments of almost \$20,000,000 which were made in advance of due dates. Less than a half-million dollars is overdue more than thirty days."

YOUR ELECTRICITY SHOULD EARN GOOD PROFITS

Manufacturers are converting to peacetime production as rapidly as supplies of materials and labor will permit and practically all quotas have been eliminated.

We hope to see good productive appliances installed by every consumer, for the only way you can make a profit from your electricity is to use it in production channels.

Statistics show that consumers on systems in operation 2½ years or less have an average KWH consumption of 59 and 51 per cent pay minimum bills. After 6½ years of operation the average KWH consumption jumps to 97 and only 16 per cent pay minimum bills.

Progressive farmers soon learn that the consumer who restricts consumption to the minimum pays the highest average KWH rate for service and confines his utilization almost entirely to non-productive channels. By adding productive appliances they build their consumption up to the low rate brackets where much more electricity can be used at smaller costs per KWH. Thus, through intelligent planning, they increase production, reduce costs and build up their profits.

There is no reason why it should take six years to learn this elementary lesson. We urge every consumer to study his individual needs closely, determine where the use of electricity will reduce operating costs and increase production and then install the proper appliances to do the work. In buying, see that the equipment is of high quality and that proper service is available nearby.

We will be glad to advise you on your production problems or selection of equipment if you so desire. In any event we request that you inform us of any appliances you plan to add in order that unexpected service complications may be avoided.

NEW CONSTRUCTION TO BREAK RECORDS THIS YEAR

This fiscal year, which closes on June 30, 1946, promises to be the banner year in rural electric line construction since the REA program started on May 11, 1935.

As pointed out by REA Administrator Claude R. Wickard, Congress has authorized \$200,000,000 for new loans to REA borrowers this year. Allotments approved during previous years, upon which no advances had been made up to V-E Day, provide about \$100,000,000 in addition for the current construction program.

Up to mid-August, REA had allotted more than \$64,600,000 for loans to borrowers on new applications which contemplate construction of 55,132 miles of new lines to serve 164,302 new consumers.

As our part in this great national program, your co-op has planned the construction of _____ miles of lines which will add _____ new consumers.

To cover this expansion we have _____

(Complete this paragraph by stating the amount of loan allotments you have already received, or upon which you have applications pending, as the case may be)

SOME GOOD EXAMPLES OF NEWSLETTER ITEMS

We really appreciate the electric power of the REA. Since we have had it on the farm, it has saved both time and labor greatly by the use of our water pump, electric milk cooler, milking machine, washer, iron and lights. I don't know what we would do without it now. Jerome Thomas, Hurlock, Md. From newsletter of the Choptank Electric Cooperative, Denton, Maryland.

Mr. and Mrs. J. A. Hamilton of Franklin Route 2 put electricity to use in several ways on their farm. Help is so scarce that their electric milker is necessary to milk 20 cows and of course they couldn't do without their milk cooler.***An electric iron, refrigerator and water heater help with house work.***Two electric brooders raised 300 chicks this summer. They also have an electric fruit drier. Mr. Hamilton says they have lots of work to do and electricity really helps them out. From newsletter of the Middle Tennessee Electric Membership Corporation, Murfreesboro, Tenn.

The Leonard Elmores, Route 2, Caddo are making their electricity really work for them during the present labor shortage. They are farming 150 acres, have 300 chickens, 75 turkeys, 50 sheep, besides their hogs and cattle. Their electric appliances consist of water pump, brooder, separator, washer, iron, churn and sheep shears. Without the aid of these appliances and the electric lights in both the home and barns, the Elmores would be unable to carry on such an extensive farm program. From newsletter of Southeastern Electric Cooperative, Durant, Oklahoma.
